

Radio Playhouse
Hollywood - KECA

Corrected from Master 5/25/42

WILLIAM ESTY & COMPANY

CAMEL CIGARETTES

CUGAT RUMBA REVUE

5:00-5:30 PM PWT - Blue (10:00-10:30 Repeat)
Tuesday - 5/19/42

Program# 72

CAST

XAVIER CUGAT & ORCHESTRA

MARGO

CARMEN CASTILLO

MIGUELITO VALDES

CAMEL CHORUS (VIKTOR HEDGREN COACH)

ANNOUNCER: LOU CROSBY

PRINCE ALBERT ANNOUNCER: FRED SHIELDS

ECHO VOICE COMMERCIAL 2: BILL GAY

AND DOOLEY VOICE: BILL GAY

Sound Effects - Train whistle and train noises.

Note: Echo

Blue Network Engineer: Joe Kay

Blue Network Production: Myron Dutton

51460 2000

KECA & BLUE
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-1-

CUGAT SHOW FOR CAMELS

BAND: PYRAMID CHORDS

CHORUS AND
AUDIENCE: C-A-M-E-L-S

LOU: Camel Cigarettes bring you Xavier Cugat and the greatest
rumba band in the world.
(APPLAUSE)

BAND: CHORDS TO PEAK & OUT...RHYTHM CONTINUES UNDER:

LOU: That singing and that clapping of hands comes straight from
the heart of Hollywood - where we're broadcasting with
Cugat, his orchestra and chorus -

BILL: Glamorous film star - MARGO -

LOU: Carmen Castillo -

BILL: Miguelito Valdes -

LOU: Wrapped up in a Rumba Revue - and sent out to the Americas -
North and South - by Camels...the cigarette of costlier
tobaccos.

BAND: (INTRO TO "Al: Baba" ~~MULATTO RUMBA~~...VAMP UNDER:

LOU: Ole, Ole! The rhythm of the rumba. The rhythm that's
bringing new excitement to dance floors from coast to
coast. X marks the spot where it all began...X for
Xavier Cugat. And here he is - to play as only Cugat can -
the RUMBA!

BAND: "Al: Baba" ~~"MULATTO RUMBA"~~

51460 2001

BAND: "PERFIDIA" VAMP...FOUR BARS VOCAL...RHYTHM UNDER:

LOU: A melody that sings of twilight in the tropics - meeting
time for sweethearts,

BAND: "MALA NOCHE"

~~BAND: "PERFIDIA" VAMP...FOUR BARS VOCAL...RHYTHM UNDER:~~

~~LOU: For a soldier at the Presidio in San Francisco, Cugat
brings back memories of May one year ago.~~

~~BAND: "MARIA ELENA"~~

BAND: "PERFIDIA" VAMP...FOUR BARS VOCAL...RHYTHM UNDER:

LOU: Cugat blends a starlight arrangement - singing strings -
rumba rhythm - and the Camel Chorus - in "Tangerine",

BAND &
CHORUS: "TANGERINE"

LOU: We sometimes call him Christopher Cugat - because he was the first to discover Margo. A discovery that proved the world could not be flat. Later, rounding things out, you and I discovered Margo in the movies - ~~and fell in love with her~~. Now radio completes the circle - and here we are, Cugat, you and I, and - MARGO!

(APPLAUSE)

MARGO: Thank you. This is a song of the ~~highly chaperoned~~ daughters of Latin America. Words they have sighed since May was young...ever since there were soft, spring evenings - ~~filled with the fragrance of flowers and woods and new green leaves~~...evenings when a girl alone at her window might watch the shadows in the street below, hearing the footsteps, ~~the laughter, the silliness~~ of sweethearts wandering arm-in-arm through the springtime.

Mama, yo quiero un novio!

(SINGS: Mama, I long for a sweetheart, etc.

MARGO: "MAMA YO QUIERO UN NOVIO"

(APPLAUSE)

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LOU: Say, Cugat!

CUGAT: Yes, Senor Lou Crosby!

LOU: You know, I'm beginning to feel right at home around here. I know you, and Carmen, and Margo, and Miguelito, and all the boys --

CUGAT: That's nice.

LOU: There's only one guy I haven't met.

CUGAT: Who is that?

LOU: I don't know. He talks like this -- (IMITATING ECHO) --
"Sort of way down deep like this."

CUGAT: Oh, you mean little Rococo. About this big?

LOU: I don't know. I never saw him.

CUGAT: Of course not! He is very bashful! He hides inside the bass fiddle.

LOU: You mean he's right in there?

WALTER
BASS: (PLUNK PLUNK)

CUGAT: Oh, yes. Rococo! I like to introduce you. (PAUSE) Very bashful. I tell you what. You start to talk about Camels.

LOU: That's easy. You mean about the way Camels have a wonderful, rich, extra flavor -- and smooth, extra mildness that lets you enjoy that flavor?

CUGAT: Yes, like that.

LOU: I could tell about the way Camels are slow-burning, too, giving you wonderfully cool smoking.

CUGAT: Don't stop.

LOU: The reason behind all this Camel goodness is costlier tobaccos --

WALTER-
BASS: (PLUNK PLUNK)

CUGAT: Listen!

BILL: (ECHO) Yes, costlier tobaccos, blended expertly and matchlessly, in the years-old Camel tradition of fine tobacco blending!

LOU: That's the guy! Hey, you in the bass fiddle --

BILL: (ECHO) Finish the commercial, man!

LOU: Oh, yeah -- go on, folks, get a pack of cool, slow-burning Camels tonight! Bet if you do, you'll want to buy a carton tomorrow!

CHORUS: C-A-M-E-L-S

LOU: Camels!

"BRUCA MANIGUA"
(INTRO TO ~~"LAS PRESENCIAS"~~ ... RHYTHM UNDER:)

LOU: It's the Cugat Show for Camels - Xavier Cugat - Margo -
Carmen Castillo - continuing with a ~~new~~ Afro-Cuban song by
Miguelito Valdes. Wild and wonderful is the rhythm, pounded
out on a great red and silver jungle drum. Sad and lonely is
the melody. ~~"Las Presencias"~~ ^{"BRUCA MANIGUA"} the title. ~~And the translation:~~
~~- "Many, I've got the Blues!"~~
(MIGUELITO: ^{"BRUCA MANIGUA"} ~~"LAS PRESENCIAS"~~)
(APPLAUSE)

INTRO TO "CARICCA"
 (BEFORE VAMP....CONTINUES UNDER:)

LOU: On Sunday next, Cugat and Company are taking a bandsman's holiday and going out to play. Yes, to play for the employees of the Douglas Aircraft Company. And believe you me, our Ambassador of musical goodwill, His Excellency, Xavier is planning a program of his finest rumbas and congas, sambas and beguines for those men who build the bombers. Probably a favorite with them, as it is with you and me, is Cugat's arrangement for the orchestra and Camel Chorus of - "The CARICCA"
 (BAND & CHORUS: "The CARICCA")

VAMP: "SIBONEY."

LOU:

One of the first of many beautiful melodies our good neighbors have given us...Gugat gives it a bolero beat - and adds the Camel Chorus to - "Siboney."

(BAND: "SIBONEY.")

(INTRO TO "CHIU CHIU" ... VAMP UNDER)

LOU: The top song hit of Latin America - "Chiu Chiu!" All about a pet canary. Margo, ⁺Miguelito ~~and the Camel Chorus~~ sing the second chorus. But any resemblance to canaries - petting or otherwise - is purely temperamental. "Chiu Chiu".

(BAND: "CHIU CHIU")

CUGAT SHOW FOR CAMELS

REVISED

LOU: Here's the latest about the Camel Caravans -- those four great traveling shows that feature the kind of entertainment best liked by the boys in service.

BILL: The Mid-West Camel Caravan will give its 150th performance tomorrow night when it opens a four-day engagement at Camp Blanding, Florida.

LOU: The Pacific Coast Camel Caravan includes Moffett Field, California, this week.

BILL: And the Eastern and Southern Caravans entertain the boys at Parris Island Marine Base, South Carolina, and Harlinger Gunnery School, Texas, respectively.

LOU: Don't fail to see these shows when they come your way, men. And remember - they're produced especially for you - by CAMELS.

MARIMBA: "Te Quiero"
(BAND: INTRO TO "THE CARAVAN" ... SHORT VAMP...)

LOU: ~~A salute~~ to the four Camel Caravans and all their audiences
The Show For Camels - A Latin Love Song by CARMEN CASTILLO.
from Cugat and the Camel Chorus - "The Caravan"
CARMEN: "Te Quiero Distate"
(BAND & CHORUS: "THE CARAVAN")

LOU: Say, Cugat....

CUGAT: Yes, Senor Lou Crosby!

SOUND: (TRAIN WHISTLE....OFF)

LOU: Hear that?

SOUND: (TRAIN WHISTLE....FADING IN WITH TRAIN NOISES)

CUGAT: Oh boy!

LOU: Get this picture, Cugat! You're high-ballin' down the main line at the throttle of the fast freight!

CUGAT: Woooo-woooo! Get out of my way!

LOU: Not so fast! Staring you in the face on the boiler back head are the (VERY FAST) Feed-Water-Heater-Gauges, the Boiler-Gauge, the Stoker-Gauge and the Air-Brake-Gauge. What do they say?

CUGAT: The feed water boiler on the back stoker brake?

LOU: What do they say, Cugat?

CUGAT: They say....wooooo-wooooo!

SOUND: (OUT)

LOU: Cugat, the little gadgets I mentioned are just a few of the whatsits that make up a mighty complicated kind of dashboard on a steam locomotive....and they say lots more than "woooo-wooo."

CUGAT: Is that right?

LOU: Yep. Fellow who could give you all the dope about 'em is Frank Dooley, the veteran New York Central engineer, who's now rolling fast freights, full of tanks, planes and guns down to the ships in the harbors. I don't have to tell anybody that a job like Frank's takes mighty steady nerves, all the time. We brought it up because Frank Dooley's an old customer of ours....been smoking Camels for 15 years. He's said.... QUOTE

BILL: Sure, Camel's my cigarette! Mildness counts for a lot with me and Camels are extra mild. Plenty of swell flavor, too!

LOU: END OF QUOTE. And that goes double with some other fellows who need steady nerves in their business, too....the men in the service. Yes - actual sales records in Post Exchanges and Canteens show that with men in the Army, the Navy, the Marine Corps, and the Coast Guard, Camel is the favorite. And these days when we're all under extra strain, and probably smoking more - here's a good thing to remember:

BILL: (ECHO) Important to steady smokers! The smoke of slow-burning Camels contains less nicotine than that of the four other largest-selling brands tested....less than any of them....according to independent scientific tests of the smoke itself.

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LOU: Get a pack of Camels tonight! You'll see right away that expert blending of costlier tobaccos makes a richer-tasting, milder cigarette. And remember to send a carton of Camels to that fellow in the service. He'll like 'em, too!

CHORUS: C-A-M-E-L-S.

LOU: Camels!

(INTRO. TO "TUMBANDO CANA"....VAMP UNDER:)

LOU: Working on the railroads, rounding up cattle, cutting
giant timber....men have made music for America. And
on the sugar plantations of Cuba, the cane-cutters sing
as they swing their knives. To the Cugat Show for
Camels, Miguelito Valdes brings their chant....a folk song
from the Caribbean...."Tumbando Cana".

MIGUELITO: "TUMBANDO CANA"

LOU: Well - beat me, Cugat - three to the kick! And
everybody CONGA with CUGAT....

BAND: "NANA"

LOU: The makers of Camel Cigarettes bring you four great
radio programs every week.
Thursday night, it's Al Pearce.
Friday night, Bob Hawk....with the quiz program called
"How'm I Doing".
Monday night, Blondie.
And Tuesday night, the Cugat Show for Camels....with
Xavier Cugat, Margo, Carmen Castillo, Miguelito Valdes,
the Camel Chorus, and the greatest rhumba band in the world.
This is Lou Crosby saying: "Happy Listening!"

CHORUS: C-A-M-E-L-S.

LOU: Camels! And remember....in a cigarette, the smoke's the
thing!

(APPLAUSE)

ANNCR: Say, pipe-smokers, you don't need any fancy gadgets to find out Prince Albert's cooler-smoking. All you have to do is try it!....you'll notice the difference!

But just for the record, we did have P.A. tested out in a laboratory "smoking bowl"....found it burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested....coolest of all.

Prince Albert's crimp-cut and no-bite treated, too....has a mild, rich taste. Try P.A. tonight....you'll agree it's the National Joy Smoke!

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